# **AGENDA**

# MONROE COUNTY TOURIST DEVELOPMENT COUNCIL **TUESDAY, JULY 8, 2008** HARVEY GOVERNMENT CENTER

**KEY WEST** 10:00 A.M.

Α.	Call	to	Order	,
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- B. Roll Call
- C. **Mission Statement**
- D. Additions to and Approval of the Agenda 1.

#### E. **Approval of the Minutes**

May 13, 2008 1.

Regular Meeting Minutes

### **BULK APPROVALS (Recommended Bulk Items are BOLD)**

#### F. **Budget**

Three Penny Revenue Report <u>1.</u>

#### G. **Public Relations**

- Status Report <u>1.</u>
- <u>2.</u> Ameurop Report

#### Н. **Film Commission**

Status Report

#### I. **Advertising**

- Review of monthly accounting breakdown & FY 2008 Generic Destination & Umbrella campaign recap
- Response Report FYI <u>2.</u>
- Advertising Recap FYI
- Consideration and Action re: New TV Spots

#### J. Sales and Marketing:

1. Status Report

#### K. Research

- Status Report <u>1.</u>
- <u>2.</u> Review of VIS Call Reports
- Monitoring Economic Status Update 3.

#### L. **Administrative**

- Status Report <u>1.</u>
- Director's Report 2.

#### Website M.

- <u>1.</u> 2. Website Status Report
- Website Presentation

### N. TDC Related Items:

- **1.** Consideration and Action re: Art Council Funding Request
- 2. Consideration and Action re: Administrative Office Janitorial Services
- 3. Consideration and Action re: 2008-2009 Marketing Plan

### O. District Advisory Committee Items:

- District II:
  - a). Consideration and Action re: Harry Appel/Lodging Representative

### P. Cultural Umbrella

- 1. Minutes of Cultural Umbrella Meeting FYI
- 2. Consideration and Action re: FY 2009 Cultural Umbrella Funding Allocations

### Q. Fishing Umbrella

- 1. Minutes of Fishing Umbrella Meeting FYI
- 2. Consideration and Action re: FY 2009 Fishing Umbrella Funding Allocations

### R. Dive Umbrella

- Minutes of Dive Umbrella Meeting FYI
- S. Public/Industry Input
- T. General Discussion

# Adjourn the meeting of the Monroe County Tourist Development Council Convene meeting as Visit Florida Keys

### U. Visit Florida Keys

- Consideration and Action re: Visit Florida Keys portion of the May 13, 2008 meeting minutes
- 2. Consideration and Action re: Approval of Board Members appointed by the TDC

## Adjourn the meeting of Visit Florida Keys

## V. Adjournment